

# VETERANS ASSOCIATION

England & Wales · Charity number 1199584

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2022-07-07

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** The Veterans Association  
2 Surrey Gardens  
Birchington  
Kent  
CT7 9SA

**Phone** 08003101044

**Email** [Support@theveteransassociation.org](mailto:Support@theveteransassociation.org)

**Website** <http://theveteransassite.org/>

## Activities

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**Objects:** TO RELIEVE THE NEEDS OF ARMED FORCES VETERANS AND THEIR FAMILIES, PRIMARILY, BUT NOT EXCLUSIVELY IN THE UK BY PROTECTING THEIR PHYSICAL AND MENTAL HEALTH THROUGH THE PROVISION OF SUPPORT, ADVOCACY, ACCESS TO EMPLOYMENT AND COUNSELLING, GRANTS AND OTHER ACTIVITIES, FOR THE PUBLIC BENEFIT.

**Activities:** We are an armed forces charity that aims to support ex veterans with a range of issues that can arise through service in the armed forces for example assistance with finding accommodation or work. We can also signpost and aim to provide counselling sessions for things like PTSD, loss of limbs etc.

## Classification

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- **How:** Makes Grants To Individuals, Makes Grants To Organisations, Provides Services, Provides Advocacy/advice/information
- **What:** General Charitable Purposes, Disability
- **Who:** People With Disabilities, Other Defined Groups

## Geography

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- Throughout England And Wales

## Finances

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Period end	Income	Expenditure	Assets	Employees
2025-07-31	£986,289	£959,769	£90,359	7
2024-07-31	£920,113	£873,600	£63,839	3
2023-07-31	£199,232	£181,906	-	-

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## Trustees

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Name	Role	Appointed
Daniel Birch		2025-08-01
Jonathan Miles		2022-07-22
Mathew John Gibbs		2024-07-12

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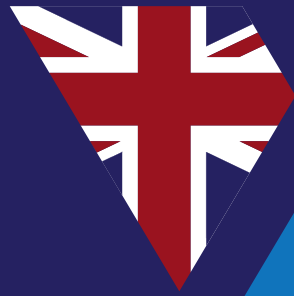
**VETERANS ASSOCIATION**

England & Wales - Charity number 1199584

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# Accounts

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**VETERANS  
ASSOCIATION**

**Annual  
Report  
2025**

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## Trustee Report

The Trustees of the Veterans Association are pleased to present their annual report for the year ended 31 July 2025. This year represented another significant period of growth, fundraising expansion, and organisational establishment for the charity, with expanded services, increased national outreach, and continued investment into supporting veterans and their families.

## Achievements and Impact

During the year, the charity continued to build upon the strong foundations established in previous years. One of the most significant achievements was the successful opening of the Veterans Association Sensory Garden, which was officially launched alongside local businesses, councillors, supporters, and community partners. The sensory garden has already become a valuable wellbeing space for veterans and their families.

The charity also successfully launched emergency food and housing grants locally, providing urgent support to veterans and vulnerable individuals facing crisis situations.

Due to the success of these initiatives, plans are now underway to expand these services nationally.

Counselling services continued to grow significantly throughout the year. What began as a local service is now being delivered nationally, supporting veterans outside of Kent and laying the groundwork for the charity's ambition to continue nationalising its support services towards the end of 2025 moving into 2026.

The charity continued to provide food support, housing advice, benefits guidance, crisis support, employment and CV assistance, mental health referrals, and wellbeing support.

Weekly coffee mornings also continued to grow, with veterans attending the HUB daily. As a result, the coffee shop now plans to expand its food offering throughout the week.

The Veterans Association also strengthened relationships with local charities, doctors surgeries, fire services, police departments, and community organisations. The charity is now actively exploring new projects including hearing aid support for veterans suffering hearing loss, emergency fall buttons for elderly veterans, support for veterans leaving prison, and accessible sports opportunities for disabled veterans.

**Hundreds of veterans and family members were supported throughout the year through direct support services, outreach initiatives, and volunteer-led community projects.**

## Staffing, Volunteers and Organisational Growth

The charity experienced substantial organisational growth during the year, increasing from two to five staff members while continuing to benefit from the dedication of over 50 volunteers and contractors. This growth reflects the increasing demand for services and the charity's transition into a larger and more established organisation, whilst maintaining the strong volunteer-led ethos that remains central to its identity.

Additional staffing has enabled the charity to expand its support services nationally, strengthen operational capacity, and continue delivering meaningful support to veterans and their families.

## Fundraising and Financial Growth

Fundraising performance remained exceptionally strong throughout the year, with total income increasing to £986,289 compared to £920,113 in the previous year. Face-to-face fundraising continued to be the charity's most successful fundraising method, with Transport for London, Morrisons, Sainsbury's, Tesco, and Waitrose playing a vital role in supporting fundraising campaigns both locally and nationally.

The charity also expanded geographically during the year, fundraising and delivering services across numerous counties as preparations continue for continued national expansion towards the end of 2025 moving into 2026. Online fundraising and regular giving initiatives also continued to develop.

Importantly, the Trustees recognise that the charity is currently in a major growth and establishment phase. Significant investment has therefore been made into fundraising, infrastructure, staffing, outreach capability, systems, governance, and operational development to support long-term sustainability and national growth.

The Trustees fully expect the percentage of expenditure allocated directly towards charitable support and frontline service delivery to increase significantly further once the organisation becomes fully established nationally.

## Challenges and Risks

As the charity has continued to grow, a number of operational and financial challenges have also emerged. Demand for support services increased significantly during the year, particularly in relation to crisis support, housing support, and mental health services.

The charity also experienced rising operational and infrastructure costs as services expanded nationally and staffing levels increased. The Trustees additionally recognise the risks associated with relying heavily on one-off donations and continue to prioritise long-term sustainability and financial resilience.

Securing grant funding also remains increasingly competitive, reinforcing the importance of continued fundraising growth and diversification of income sources.

## Future Plans and Strategic Development

Looking ahead, the Veterans Association plans to continue expanding nationally and aims to continue nationalising its support services towards the end of 2025 moving into 2026. The charity will continue rolling out emergency grants nationally and further develop relationships with HUBs and community organisations in other areas.

Future plans also include expanding veteran outreach teams, growing family support services, developing wellbeing programmes, and introducing community transport support, including plans to provide a minibus to assist less able veterans in attending support groups and activities.

The charity will also continue exploring new initiatives such as hearing aid support, emergency fall alarm services, and support programmes for veterans leaving prison and disabled veterans entering accessible sports.

## Public Benefit

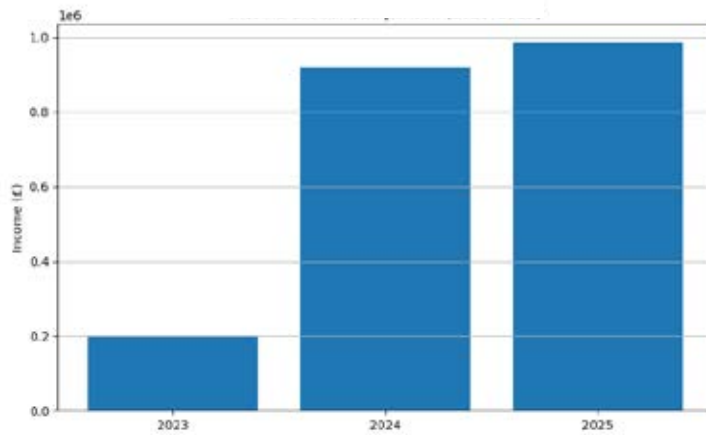
The Trustees confirm that they have complied with their duty under Section 17 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission.

The Veterans Association provides free support services to veterans and their families regardless of branch, background, or service history. The charity exists to improve wellbeing, reduce isolation, provide crisis support, and strengthen community connections for those who have served and their families.

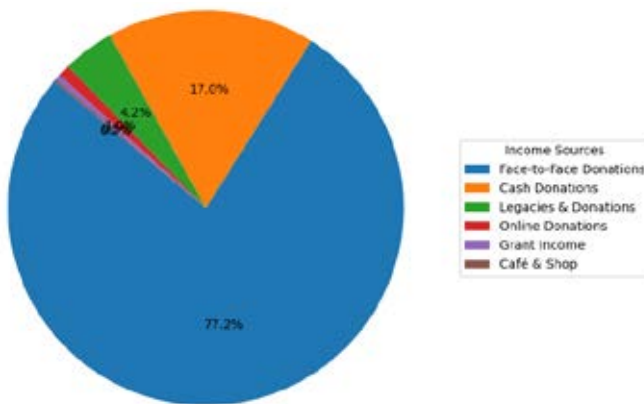
Support provided throughout the year included counselling, emergency grants, food support, housing and benefits advice, mental health referrals, wellbeing activities, outreach services, and social support initiatives.

# Financial Charts and Analysis

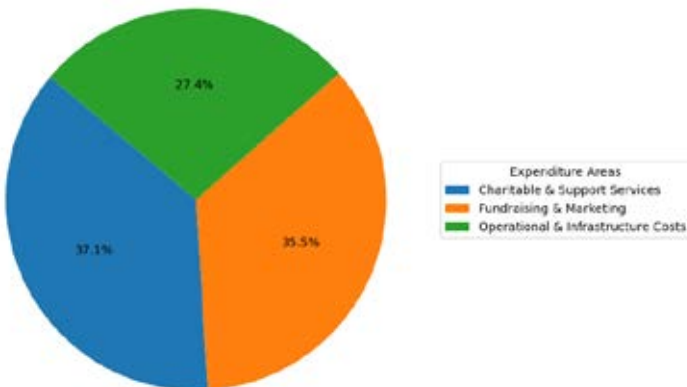
## INCOME GROWTH COMPARISON (2023-2025)



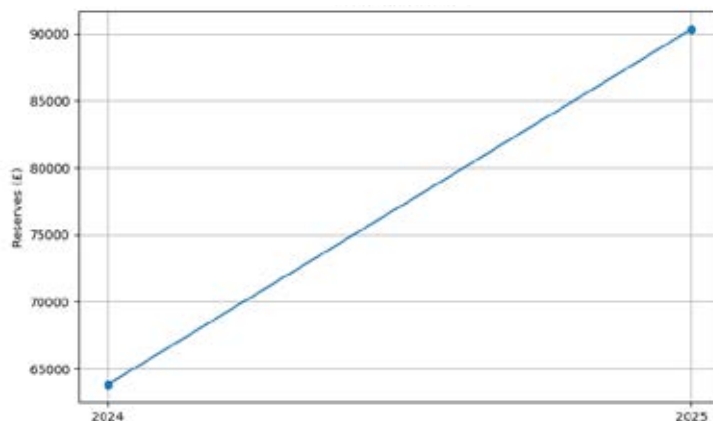
## 2025 INCOME BREAKDOWN

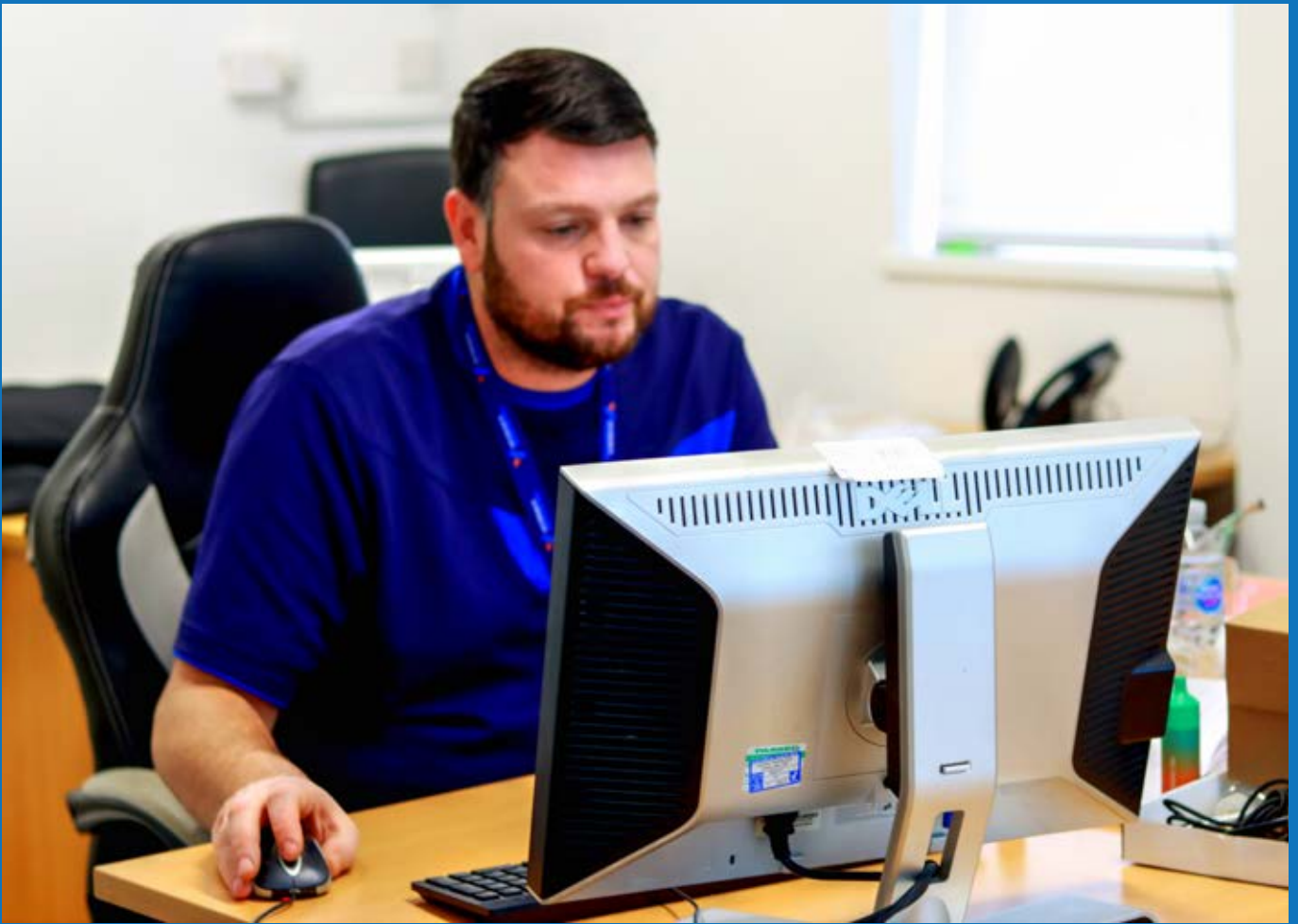


## 2025 EXPENDITURE BREAKDOWN



## RESERVE GROWTH





## Financial Review

The financial results for the year ended 31 July 2025 reflect the continued growth and strategic scaling of the charity as it expands from a regional organisation into a nationally operating veterans support charity. Total income increased to £986,289 compared to £920,113 in 2024, demonstrating continued public support and successful fundraising expansion.

During the year, the charity continued investing heavily into frontline services, national outreach capability, staffing, operational infrastructure, advertising, IT systems, partnership development, safeguarding, governance, and fundraising expansion. This investment has enabled the Veterans Association to significantly increase support delivery while preparing the organisation for wider national expansion towards the end of 2025 moving into 2026.

Operational expenditure increased during the year as the charity strengthened internal systems, increased staffing levels, expanded outreach, and improved service delivery capacity. Many of these costs directly support frontline charitable activities and form part of the charity's long-term sustainability and growth strategy.

The charity ended the year with a surplus of £26,520 and total reserves of £90,359, strengthening financial resilience and placing the organisation in a stronger position to continue expanding support services nationally.

# Independent Examiner's Report

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 July 2025.

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act, or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

WCK Accountancy  
17 Edison Road  
Eastbourne  
BN23 6PT

8th May 2026

**VETERANS ASSOCIATION**  
**Receipt & Payment Account**  
**for the year from 1 August 2024 to 31 July 2025**

	2025	2024
	£	£
Receipts	986,289	920,113
Direct costs	(697,023)	(740,376)
Gross excess of receipts over payments	289,266	174,598
Administrative expenses	(262,746)	(133,224)
Excess of payments over receipts	26,520	46,513

# VETERANS ASSOCIATION

## Balance Sheet as at 31 July 2025

	2025 £	2024 £
<b>Assets</b>		
Fixed Assets	-	-
Current Assets	90,359	63,839
	<u>90,359</u>	<u>63,839</u>
<b>Capital, Reserves and Liabilities</b>		
Excess of receipts over payments	90,359	63,839
Creditors amounts falling due within one year	-	-
Creditors amounts falling due after one year	-	-
	<u>90,359</u>	<u>63,839</u>

The financial statements were approved and authorised for issue by the Trustees' on 3rd September 2025, and are signed on its behalf by:

Jonathan Miles  
Trustee

# VETERANS ASSOCIATION

## Notes to the Accounts

### **Accounting policies**

#### **Basis of preparation**

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

#### **Turnover**

Turnover represents the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to customers.

#### **Foreign currencies**

Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the balance sheet date. All differences are taken to the profit and loss account.

#### **Leasing and hire purchase commitments**

Assets held under finance leases and hire purchase contracts, which are those where substantially all the risks and rewards of ownership of the asset have passed to the company, are capitalised in the balance sheet and depreciated over their useful lives. The corresponding lease or hire purchase obligation is treated in the balance sheet as a liability.

The interest element of the rental obligations is charged to the profit and loss account over the period of the lease and represents a constant proportion of the balance of capital repayments outstanding.

Rentals paid under operating leases are charged to income on a straight line basis over the lease term.

#### **Pensions**

The company operates a defined contribution pension scheme. Contributions are charged to the profit and loss account as they become payable in accordance with the rules of the scheme.

# VETERANS ASSOCIATION

## Detailed Receipts and Payments Account for the year from 1 August 2024 to 31 July 2025

	2025 £	2024 £
<b>Turnover</b>		
Café and Shop	1,836	6,134
Cash Donations	167,809	196,902
Face to Face Donations	761,121	677,226
Legacies and Donations	41,458	18,590
Online Donations	9,529	11,261
Grant Income	4,536	10,000
	<hr/>	<hr/>
	986,289	920,113
<b>Direct Costs</b>		
Fundraising and Marketing	340,966	345,176
Charitable and Support Services	356,057	395,200
	<hr/>	<hr/>
	697,023	740,376
<b>Administrative expenses</b>		
Office Salaries	100,830	29,498
Rent and Rates	30,340	26,856
Printing and Stationery	10,093	8,939
Travel and Subsistence	21,174	20,531
Repairs and Maintenance	7,028	5,479
IT Software and Consumables	10,650	2,063
Accountancy and Professional	11,270	2,460
Advertising and Marketing	32,842	2,989
Bank Charges	2,118	1,102
Running Costs	35,507	29,031
Legal Fees	894	4,276
	<hr/>	<hr/>
	262,746	133,224
<b>Excess of receipts over payments</b>		
Excess / (Deficit)	<hr/>	<hr/>
	26,520	46,513

This page does not form part of the statutory financial statements

**The charity's  
ambition is  
to continue  
nationalising  
its support  
services**

 **The Veterans Association**

**[www.theveteransassociation.org](http://www.theveteransassociation.org)**

Veterans Association: 0800 3 101044

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Registered Charity No. 1199584

**VETERANS ASSOCIATION**

England & Wales - Charity number 1199584

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# Accounts

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**VETERANS**  
**ASSOCIATION**

# Annual Report 2024

Includes Report and Accounts  
for year ended 31 July 2024





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# Trustee Report

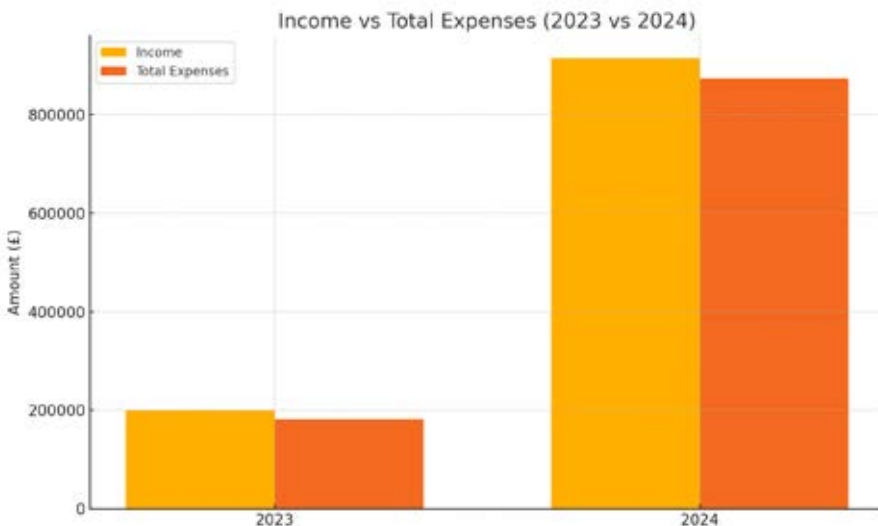
The Trustees of the Veterans Association are pleased to present their annual report for the year ended 31 July 2024. This year has been transformative for our charity, marked by significant growth in income and service delivery.

## Achievements and Impact

This year has marked a major milestone in the Veterans Association’s journey. We proudly opened our first Community HUB, a welcoming space dedicated to supporting the wellbeing of local veterans. The HUB now offers in-house counselling services, providing vital mental health support in a safe and familiar environment. In addition, it serves as a vital point of contact for signposting and advice on issues such as employment, homelessness, and any other challenges that a veteran or their family member might face. We also launched our weekly coffee mornings, which have quickly become a cornerstone of our community outreach. Through these gatherings, veterans are able to enjoy free membership and complimentary coffee, fostering a sense of belonging and camaraderie. These initiatives reflect our growing capacity to deliver meaningful, person-centred support and build a stronger, more connected veteran community.

## Fundraising and Financial Growth

Thanks to the extraordinary efforts of our fundraisers and the generosity of our donors, our income increased by 359% compared to the previous year. This success enabled us to scale up both our operations and support services. We are deeply grateful to everyone. Our fundraisers, staff, volunteers, and supporters, who contributed to making this such a successful year.

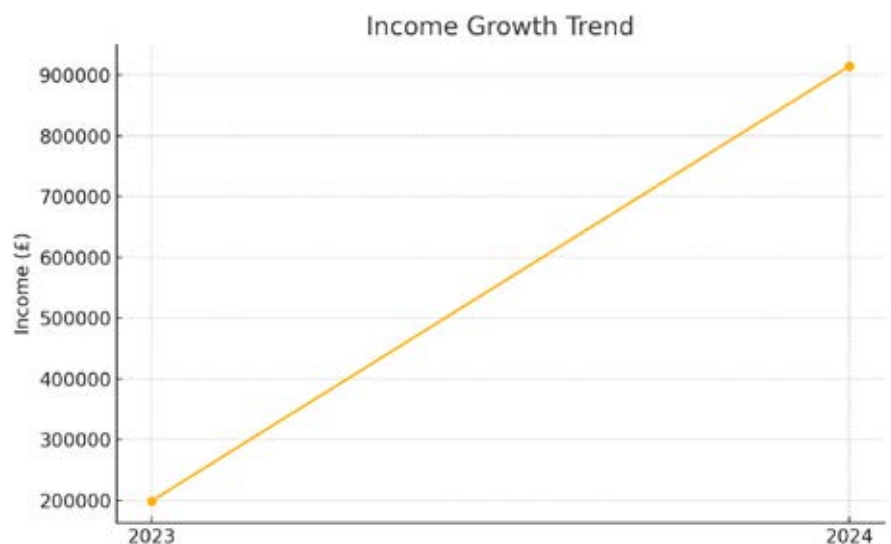


## Looking Ahead

Looking to the future, we have ambitious plans to expand our impact and reach even more veterans across the UK. In the coming year, we aim to launch Emergency Grants to provide critical financial support to veterans in urgent need. We are also planning to open an accessible sensory garden, creating a therapeutic outdoor space that promotes wellbeing. As part of our national outreach, we will begin working directly in more communities, extending our support beyond the local area.

To sustain this growth, we intend to expand our online and regular giving programmes, and will be actively working to grow our team, which currently includes just two full-time staff members alongside our incredible volunteers, contractors, and trustees. Importantly, we recognise that the majority of this year's income came from one-off donations. This makes it essential that we renew our fundraising efforts to match or exceed this year's financial success.

We are therefore committed to developing more sustainable, long-term income streams to secure the future of our services and allow for responsible growth. In support of these aims, we intend to engage extensively in fundraising, marketing, and advertising over the next five years to raise awareness of our mission and generate essential funds for our work. By investing in our people and infrastructure, we aim to offer greater, more consistent support to those who have served.



# Financial Report

The financial results for the year ended 31 July 2024 reflect a period of exceptional growth and expanding activity for the Veterans Association. Total income reached £920,113, a substantial increase from £199,232 in the previous year. This rise was driven by a successful combination of fundraising initiatives and increased public awareness.

## Income Breakdown

Income was sourced from a diverse range of streams, including:

Face-to-Face Donations: £677,226

Cash Donations: £196,902

Café and Shop Sales: £6,134

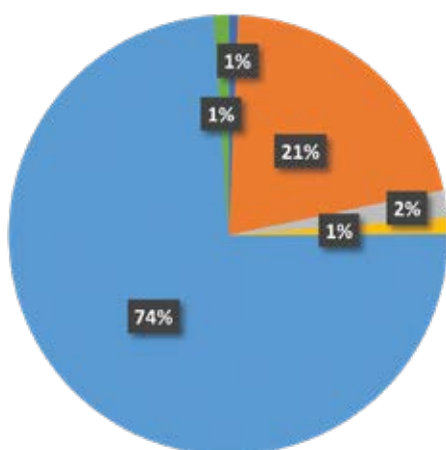
Legacies and Donations: £18,590

Online Donations: £11,261

Grant Income: £10,000

While this diversity has strengthened the charity’s financial foundation, it is important to note that a significant portion of income this year—particularly face-to-face and cash donations—was one-off in nature. These generous but irregular contributions helped achieve a record-breaking year, yet they also underscore the need for more sustainable and recurring revenue streams.

Going forward, the Veterans Association will prioritise developing consistent sources of funding—such as regular giving programmes, grant partnerships, and digital fundraising—to build financial resilience and long-term impact.



**Income Breakdown**

- Café
- Cash Donations
- Legacies and Donations
- Online
- Face to Face Donations
- Grants



## Expenditure Overview

Total expenditure for the year was £873,600, comprising:

- Charitable and Support Services: £395,200
- Fundraising and Marketing: £345,176
- Administrative Expenses: £133,224

While expenditure increased in line with income, it reflects the charity's strategic investment in frontline service delivery and infrastructure to support long-term sustainability.

## Financial Position

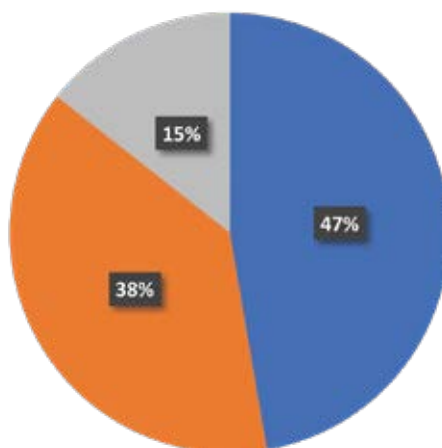
The charity ended the year with a net surplus of £46,513, a significant improvement on the £17,326 surplus recorded in 2023. As of 31 July 2024, the Veterans Association held total reserves of £63,839, up from £17,326 the previous year, with no outstanding liabilities.

This surplus and growth in reserves demonstrate prudent financial management and position the charity strongly for the year ahead.

## Conclusion

The Trustees are satisfied with the charity's financial performance in 2024. Income growth has been matched by the scaling of activities and strategic investment in services, all while maintaining a solid reserve base. The Veterans Association will continue to monitor expenditure closely and work to grow regular and online donations, ensuring long-term operational stability and increased impact.

Looking ahead, the Trustees will also explore financial risk management strategies and remain committed to transparent reporting to stakeholders in order to maintain public confidence and trust.



### Expense Breakdown

- Charitable and Support Services
- Fundraising, Marketing and Advertising
- Administrative Expenses

# VETERANS ASSOCIATION

## Independent Examiner's Report

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 July 2024.

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

WCK Accountancy  
17 Edison Road  
Eastbourne  
BN23 6PT

12 March 2025

VETERANS ASSOCIATION  
 Receipt & Payment Account  
 for the year from 1 August 2023 to 31 July 2024

	2023	2022
	£	£
Receipts	920,113	199,232
Direct costs	(740,376)	(141,143)
Gross excess of receipts over payments	174,598	58,089
Administrative expenses	(133,224)	(40,763)
Excess of payments over receipts	46,513	17,326

# VETERANS ASSOCIATION

## Balance Sheet as at 31 July 2024

	2023 £	2022 £
<b>Assets</b>		
Fixed Assets	-	-
Current Assets	63,839	17,326
	<u>63,839</u>	<u>17,326</u>
<b>Capital, Reserves and Liabilities</b>		
Excess of receipts over payments	63,839	17,326
Creditors amounts falling due within one year	-	-
Creditors amounts falling due after one year	-	-
	<u>63,839</u>	<u>17,326</u>

The financial statements were approved and authorised for issue by the Trustees' on 12 March 2025, and are signed on its behalf by:

Kris Williams  
**Trustee**

# VETERANS ASSOCIATION

## Notes to the Accounts

### **Accounting policies**

#### **Basis of preparation**

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

#### **Turnover**

Turnover represents the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to customers.

#### **Foreign currencies**

Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the balance sheet date. All differences are taken to the profit and loss account.

#### **Leasing and hire purchase commitments**

Assets held under finance leases and hire purchase contracts, which are those where substantially all the risks and rewards of ownership of the asset have passed to the company, are capitalised in the balance sheet and depreciated over their useful lives. The corresponding lease or hire purchase obligation is treated in the balance sheet as a liability.

The interest element of the rental obligations is charged to the profit and loss account over the period of the lease and represents a constant proportion of the balance of capital repayments outstanding.

Rentals paid under operating leases are charged to income on a straight line basis over the lease term.

#### **Pensions**

The company operates a defined contribution pension scheme. Contributions are charged to the profit and loss account as they become payable in accordance with the rules of the scheme.

# VETERANS ASSOCIATION

## Detailed Receipts and Payments Account for the year from 1 August 2023 to 31 July 2024

	2024 £	2023 £
<b>Turnover</b>		
Café and Shop	6,134	-
Cash Donations	196,902	-
Face to Face Donations	677,226	199,232
Legacies and Donations	18,590	-
Online Donations	11,261	-
Grant Income	10,000	-
	920,113	-
<b>Direct Costs</b>		
Fundraising and Marketing	345,176	141,143
Charitable and Support Services	395,200	-
	740,376	141,143
<b>Administrative expenses</b>		
Office Salaries	29,498	-
Rent and Rates	26,856	15,933
Printing and Stationery	8,939	6,781
Travel and Subsistence	20,531	2,080
Repairs and Maintenance	5,479	7,503
IT Software and Consumables	2,063	2,095
Accountancy	2,460	2,005
Advertising and Marketing	2,989	107
Bank Charges	1,102	84
Running Costs	29,031	4,175
Legal Fees	4,276	-
	133,224	40,763
<b>Excess of receipts over payments</b>		
Excess / (Deficit)	46,513	17,326



*I happened to stumble across the Veterans Association, it took a lot for me to walk in as I wouldn't normally consider doing this.*

*I'm so glad I did as I was immediately welcomed. They listened, they empathised and they understood where I was coming from. They have done nothing but help me, as they would for any Veteran and I appreciate their support immensely.*

 **The Veterans Association**

**[www.theveteransassociation.org](http://www.theveteransassociation.org)**

Veterans Association: 0800 3 101044

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CHARITY COMMISSION  
FOR ENGLAND AND WALES



FUNDRAISING  
REGULATOR

Registered Charity No. 1199584